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# Newsletter



OFFICE FOR FOOD AND FEED CONSERVATION  
U. S. DEPARTMENT OF AGRICULTURE

CLINTON P. ANDERSON, *Secretary of Agriculture*  
CHARLES F. BRANNAN, *Director*

No. 18      May 7, 1948

## WASHINGTON ROUNDUP

Women and men from all over the country are offering their cooperation to the Office for Food and Feed Conservation in distributing its new menu and recipe book, "Money-Saving Main Dishes." Individual requests for the free pamphlet are mounting upwards of 5,000 daily, as the second million copies are being printed.

Within a week after announcement of the publication had been made in newspapers and over radio networks, 1,788,000 copies had already been allocated. Heretofore the largest distribution of any similar publication by the Department of Agriculture was "Aunt Sammy's Cook Book." Between the years 1927 and 1948, 1,385,000 "Aunt Sammy's Cook Books" were given away.

Voluntary offers for aiding in the distribution of "Money-Saving Main Dishes" are coming in from business firms, organizations, and individuals from coast to coast.

Macy's Department store in New York asked for 3,000 copies which will be distributed to customers of the food departments.

In a letter addressed to the Assistant Secretary of Agriculture, a radio station in Cleveland, Ohio, wrote: "Dear Charles F. Brannan: Just a few days ago we wrote to ask for 200 Money-Saving Main Dishes. That was BEFORE the requests started rolling in. So HELP! HELP!"

A methodist minister in Huntington, New York, offered his full cooperation. "I shall be glad to send the booklets to all the members of our church," he wrote. The pastor of the Plymouth Church of the Pilgrims in Brooklyn also asked for booklets to give to his parishioners.

A wire from the president of the Pennsylvania Federation of Women's Clubs requested 300 copies.

The General Electric Company of Bridgeport, Conn., wrote for 200 copies, explaining that, "in connection with our anti-inflation program and savings bond campaign, we would like to make available to our employees your food conservation booklet, as soon as possible."

A Los Angeles woman asked for 25 copies. She said, "We are a small group who meets once a month to talk over and to swap ideas on saving food and money."

The Consumers Advisory Council of Memphis, Tennessee, requested 200 booklets to distribute among its consumer organizations. The Memphis Citizens Food Committee asked for 500 copies.

A woman in Noroton, Connecticut, wrote: "For Heaven's sake, send Money-Saving Main Dishes along. For, though the country is reported prosperous, everyone I know is underfed. One feels one is eating money every time one puts a morsel of food in the mouth. The soaring prices are viewed with more than alarm."

(NOTE: Any homemaker or interested person can obtain copies of "Money-Saving Main Dishes" by merely writing their name and address on a post card and mailing it to Food Conservation, Washington 25, D. C. No message is required.)

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Charles F. Brannan, Director of the Office For Food and Feed Conservation, issued a statement recently for reading before the National Health Assembly held in Washington, D. C. In addition to explaining the new consumer program, announced in the April 24 issue of the Newsletter, Mr. Brannan pointed up the need for food conservation as a means of combating inflation at home.

"In this country," he said, "inflationary food prices gravely threaten the diets of many families. An urban family of four, following traditional food patterns, would have to spend about \$850 for a low-cost adequate diet, at current prices; about \$1,000 for a moderate-cost adequate diet. Many families can not spend this much. A study made by the Federal Reserve Board indicates that more than one-third of the country's families had money incomes under \$2,000 in 1946; 15 per cent, under \$1,000. Although some low-income families have fewer than four members to feed others must feed more than four."

Mr. Brannan emphasized that one major point of the new consumer program is to "get your money's worth from the food you buy." Therefore, he urged homemakers to take full advantage of the free booklet, "Money-Saving Main Dishes."

#### CONSERVATION IN MISSOURI

We've received a progress report from Bert Cooper, Secretary of the State Citizens Food Committee of Missouri. The highlights:

Rat control campaigns in rural areas have taken place in 15 counties to date. Some 2,000 farmers used red squill bait and reported good kills. Timely information on the subject of rat control was sent to 27 radio stations during March.

A Freedom Garden campaign was launched February 19 in a meeting at Columbia and representatives from various sections of the state attended. This phase of the program is now in full swing throughout the state.

Horticultural specialists participated in this program by holding two meetings with home gardeners, attendance 175; establishing two garden demonstrations in Scott County and giving personal assistance to farmers in 8 counties on their garden program. In addition, they supervised the making of three radio transcriptions; the circulation of one garden film



and three garden slides to County Extension Agents. Two issues of "Next Week in the Garden" were sent to 1200 garden leaders in the state.

An excellent publicity program on food and feed conservation was conducted in Pettis County through the County Extension Service office. One complete page of the Sedalia Democrat Capitol was devoted to this program. The extension Service office supplied a number of news articles and contributed 27 points which were used as a basis for the drive. Several advertisers assisted the editor in making this effort possible. A special edition was also put out by the paper on March 14. This 28-page edition emphasized the need for food and feed conservation in a very vivid manner. It went to regular subscribers in Pettis County and several adjacent counties, reaching about 8000 families.

Another example of the kind of work being done on the program comes from Phelps County where ten news stories were published during the month. Five talks were given by the Extension Service Agent and three talks by local farmers. At the same time, the subject of food and feed conservation was mentioned at 15 meetings held during March. Eight radio announcements and two circular letters rounded out the effective job of publicizing the program.

#### NEWSPAPER CLIPPINGS

From an editorial in the Washington Post:

"Progressive depletion of livestock numbers has been encouraged by the sustained high level of demand, supported by high wages and full employment, as well as by high prices for grain that have made the feeding of meat animals unprofitable. The shrinkage in livestock numbers since war-time peaks were attained is alarming in its implications.....

"Obviously if we were to continue indefinitely to eat into our livestock reserves, a meat famine of appalling proportions would be the penalty for such improvidence..... Barring an industrial recession that would curtail effective demand for meat, meat prices will probably be high and may go higher in the months to come. For the indefinite future the outlook is distinctly gloomy."

From an article by Patricia Leach in the Arkansas Democrat:

"Hooray for the Department! The Department of Agriculture, it is we're speaking of. It has one answer to the Homemaker's problem of feeding the family and of saving money at the same time, and that answer is a new recipe and menu booklet, "Money-Saving Main Dishes." Its 150 tested basic recipes and variations will help you plan meals, reduce bills, and fight inflation at the same time....."

#### DOLLAR VALUE

The Memphis Citizens Food Committee has wrapped up a package of good "dollar sense" in one of its regular radio announcements. Here it is:

"In 1900 the American dollar was worth one dollar but today it is worth only 34 cents according to the April 27 issue of Look Magazine. By this we mean that your American dollar in 1900 bought one dollar's worth of

merchandise but today one dollar only buys 34 cents worth. You can help bring our dollar value back up by conservation of foods. The Memphis Citizens Food Committee urges you to start your Freedom Garden today to help bring the value of our American money back to its standard. By having your own Freedom Garden you will be saving on the grocery bill; by leaving these high priced foods on the grocery shelf we are combating high prices. In other countries regardless of how high the value of the dollar there is no food to be purchased because it is not there to buy. Thank goodness for the American standard of living, so let's join hands and go forward to retain it."

We will keep you informed on events in Washington and the programs of local committees and organizations. We welcome your suggestions and invite you to send us news of your activities in the voluntary food and feed program.